

Message Text

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PAGE 01 STATE 178173
ORIGIN HEW-06

INFO OCT-01 ARA-14 EA-12 ISO-00 OES-09 COME-00 EB-08
/050 R

DRAFTED BY DHEW/FDA: JRWEINROTH, MD: VO
APPROVED BY OES/ENP/EN: WJWALSH, III
DHEW/PHS/OASH/OI : REVANS
EA/J:EFEATHERSTONE(INFO)
ARA/CAR:DPIERCE(INFO)

-----030295 142217Z /61

P 142101Z JUL 78
FM SECSTATE WASHDC
TO AMEMBASSY BRIDGETOWN PRIORITY
AMEMBASSY TOKYO PRIORITY

UNCLAS STATE 178173

E.O. 11652: N/A

TAGS: OGEN, ETRD, EIND, TBIO, BB, JA

SUBJECT: FDA ADVISORY SUPERPOTENT COSMETIC PREPARATION
(RECALL F-143-8)

1. FDA ADVISES OF THE FOLLOWING FIRM INITIATED RECALL:
PRODUCT INVOLVED - REVLO-REALISTIC PROFESSIONAL PERMANENT
CREME RELAXER (MILD, 8 OZ. JAR AND 15 OZ. JAR). PRODUCT
IS A NO BASE PRODUCT. PRODUCT IS ADMINISTERED IN SALONS
BY PROFESSIONAL HAIRDRESSERS ONLY.

2. PRODUCT IDENTIFICATION - REVLO-REALISTIC PROFESSIONAL
PERMANENT CREME RELAXER, NET WT. 8 OZ AND 15 OZ JAR
LABELED IN PART: ,XXX NO BASE FORMULA MILD STRENGTH FOR
COLOR TREATED (BOT BLEACHED) SODIUM HYDROXIDE XXX REVLO-
REALISTIC PROF. PROD. INC. CINCI, OHIO 45223 MADE IN
USA XXX,. NO LABELING IS AVAILABLE FOR 8 OZ. JAR.
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;ANUFACTURE/RECALLING FIRM: REVLO-REALISTIC PROF. PROD.
INC., CINCI, OHIO 45223. RECALLING AND RESPONSIBLE FIRM -
REVLO INC., 767 5TH AVENUE, NEW YORK, NY.

3. REASON FOR RECALL - BATCH RECORDS SHOWED A MANUFACT-
URING ERROR CAUSED LOT 365 TO CONTAIN 3.2 PERCENT SODIUM

HYDROXIDE (NAOH) CONTENT REPORTED UNDER THE VOLUNTARY REGISTRATION OF THIS PRODUCT. THIS EXCESS OF ALKALI CAUSES THE STRAIGHTENING PROCESS TO BE ACCELERATED AND CAN CAUSE BURNS AND PERMANENT HAIR LOSSES.

4. POSTS ARE REQUESTED TO CONTACT FOREIGN CONSIGNEES TO DETERMINE IF THEY HAVE BEEN ADVISED BY REVLON OF RECALL AND PROCEDURES TO BE FOLLOWED.

5. FOREIGN CONSIGNEES AS FOLLOWS:

MGR. CYNTHIA A. CLARKE
R.S. FRENCH AND CO., LTD.
CR. BAXTER RD. AND CHAPMAN ST.
BRIDGETOWN, BARBADOS
WEST INDIES

MR. J.D. BURK
PRESIDENT REVLON PROF. PRODS. DIVISION
2-2-3 MINAMI, AOYAMA
MINATO-KU, TOKYO
JAPAN 107 CHRISTOPHER

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NNN

Message Attributes

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Decaption Date: 01 jan 1960
Decaption Note:
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Disposition Approved on Date:
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Review Markings:
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